

Open Call: City of Detroit Recreation Center Entry Murals – Opportunity Rising

Deadline to apply: August 14, 2021

City Walls Detroit together with Parks and Recreation Division is seeking artists (or collaborative teams) to create new murals in five recreation centers (Crowell, Clemente, Heilmann, Butzel and Coleman Young). These Recreation Centers are important centers of activities for neighborhoods in Detroit and provide opportunities for social connection, active recreation and fun. While each recreation center is unique in character, the overall theme for the collection of murals should express opportunity rising and joy in recreation.

This project will be executed in the service of promoting the City of Detroit as a vibrant community. The murals theme is based and derived from a place of civic pride and it strives to have a deep connection with residents. The number one principal of the City Walls program is that the artwork that is created represents the values and identity of the community it is created with and this project is no exception.

The City of Detroit has a vision for neighbors to feel connected to each other, take shared responsibility for their neighborhoods, feel empowered to make a change in their environment, and envision a positive future for themselves, the built environment, and their children.

The Department of Parks and Recreation is dedicated to connecting communities with our parks, programs and facilities to positively impact their health and wellness.

The commission is being managed by City Walls Detroit in conjunction with the Parks and Recreation Division.

Goals of the CoD Recreation Center Entry Murals Project:

- Create a vibrant sense of arrival and belonging
- Give visibility to the Recreation Centers as a community hub
- Artwork that sparks joy in the lives of those we serve
- Residents feel connected to the artwork that is created
- Artwork that reflects the values and identity of the community
- Create a safe and welcoming space

VISION STATEMENT:

Roberto Clemente Recreation Center: “Connecting Cultures.. Building Trust.. and Bridging the Divide”

Roberto Clemente Recreation Center in Southwest Detroit emphasizes Diversity, Family, Culture, and Programming such as archery, dance, kick boxing, futsal, camping, art and many more as the tools to achieve its main goal: the pursuit of connecting diverse and intergenerational communities to each other. By introducing community members to new experiences and cultures (from art to athletics) Clemente purposefully builds trust with its members. In recognizing that trust takes time to build and earn, the center is able to in time overcome challenges and barriers in order to bridge the divide that commonly exists within one’s own self, between individuals, or groups. What we know is what we can share and what we take from those experiences is how we learn. It isn’t easy to accept the challenge of new experiences, to venture out of the comfort zone, but that is precisely how we grow. At Clemente

these principals are paramount and allow staff and members to expound and build on their own character and enhance their connection to themselves and their City.

Coleman A. Young Recreation Center: “Lifting as We Climb”

Coleman A. Young Recreation Center represents a vibrant mixed community who consider the rec center as the place to be. It’s a younger crowd with sports and a pool. With its downtown location it is a political center for the community. The center is where the community can receive resources and mentoring with its strong civic programming background. A real focus is on the center is to help folks who need it, to remember that even once you have made it to not turn your back on those who haven’t yet.

Heilmann Recreation Center: “The Vehicle to your Greatness”

Heilman Recreation Center is a place to obtain and share knowledge. A place with excellent afterschool programming and marvelous dance classes. You can swim in the pool or do some studying in the library. The center emphasizes hard work. Providing the opportunity to participate in the center is paramount to the mission of the center. None of this happens in a silo it happens with other people, fellow citizens and that’s where the invaluable community learning and sharing happens. Heilman is a welcoming place and choice destination where one can feel free to be themselves and enjoy their leisure. From the monthly meetings with the 9th precinct to the thriving persons with disabilities population, those who choose to utilize the centers many offering enjoy the benefit of personal growth and gain the confidence to be an active participant in theirs and their community’s health.

Crowell Recreation Center: "Small Building.. Big Impact"

The Crowell Recreation Center is focused on bringing the community at large together and offering a variety of activities from ballroom dancing to boxing. The hustle stepping group, the connection to the block clubs in the community, and hosting many events at the center are the driving force of a center that strives to be a safe space for folks of any age and background can come together and be themselves. Having a colorful mural that really adds some pop to the center is a very important part of a successful submission. An extension of your family and a place to meet friends and embrace a healthy and active lifestyle, Crowell is the destination for community connection and building.

Butzel Family Recreation Center: “The Creative Arts Hub”

BFC has a fairly robust senior program. The vision would be to position BFC as the premier recreation center for arts and culture. Visual and performing arts as well as upcycling and makers studios, technical classes such as graphic design and podcasting. Our ultimate vision is to be the creative arts hub for residents of all ages. Seniors, adults and youth by providing programming that reflects our diverse community. All this, while remaining the resource hub for City services.

The Project

City Walls Detroit has worked with the Landscape Design Unit Staff to identify the walls within the larger context of the new construction.

Project Location Scope

See Attached Exhibits

Project Schedule

July 1, 2021: CTA Released

July 14, 2021: Deadline for Questions

July 14, 2021: CTA Closes

Aug 31, 2021: Artist/Artist Team Announced

September 1, 2021: Final Presentations

September 2021: Art Production

Artist Scope of Work

Artist/Artist Team Responsibilities:

- The selected artist/artist team will be required to work in collaboration with City of Detroit. Artist/artist teams should be prepared to share their personal practice with the community as this is inherently a group project.
- Artist/artist teams are responsible for:
- Conducting research to better understand the site, the project, the community's history and current culture, along with any other elements deemed helpful to their creative process
- Develop concepts and renderings of mural for the project site
- Present concepts and refinements
- Create a final approved concept and design for the mural
- Fulfill the responsibilities within the contracted budget and timeline
- Participate in an unveiling and a community Artists Talk with short Q&A
- Incorporate the City of Detroit colors into the mural concept

City Walls Detroit responsibilities:

- Coordinate reviews and permissions in regard to artist selection and concept development
- Coordinate marketing, documentation, and public engagement
- Printing, Fabrication, and Installation of the final artwork

Budget

The overall budget: \$2,500 per Project

This budget is all-inclusive, including but not limited to artist's fees, artist's assistant costs, artist's studio costs, materials and supplies, specify consultants, and community engagement participation.

Artist Selection Process

Eligibility

We are seeking artists or artist teams who can make a commitment to working in Detroit as necessary to fulfill the responsibilities of this project. Any artist or artist team is encouraged to apply.

Process

This will be an open call. Qualifications, portfolios, and statements will be solicited by City Walls Detroit. City Walls Detroit and its selection panel will review the artist submission and identify one artist/artist team per project to be selected for the project.

Selection Criteria

Winning artists/artist team will be selected based on the selection panel's evaluation of the following criteria:

- 25pts Experience in community engaged art process and research
- 20pts Experience in creating permanent, durable, outdoor public artwork
- 20pts Ability to accomplish projects of a similar complexity within the budget, timeline, and technical constraints presented, based on examples of prior works
- 15pts Artist Statement
- 10pts Detroit Based Artist
- 10pts Preliminary Sketches

For each wall a Selection panel consists of 1 member from each category below:

- Department of Neighborhoods
- REC CENTER SUPERVISOR
- City Walls
- Community Member
- Community Member
- Community Member
- Arts Professional in District

Application

Submission Requirements:

- Interested artist/artist team should submit:
- A project brief table of contents page including the names and contact information for the artist/artist team that includes all material that is being submitted (1 page per project) and an artist statement
- A CV or resume for each artist (1 page per artist)
- Complete the online form
- Up to 3 images of past work you consider relevant to this project
 - o Digital images must be JPEG files and must be no more than 300dpi and no larger than 1024x768 pixel resolution. Each image must be unlocked and downloadable for viewing
 - o Each JPEG image must be titled with the artist's name and image number. Example: SaraSmith001, SaraSmith002.
 - o Upload 1 sheet with the following information per image:
 - o Image name
 - o Title of artwork, location, date of completion, budget, medium, and dimensions
 - o Up to 4 sentences of project description
 - o Include 2 references of previous public art clients
- Up to 2 images of preliminary sketches

Submission Instructions

A link to the Submission form can be found electronically at this web address:
detroitmi.gov/citywalls/calltoarts

Questions can be submitted to citywalls@detroitmi.gov

Color Palette

The consistent use of these three shades of green as our color palette reinforces the City of Detroit design identity.



CMYK
100 29 50 61
RGB
0 59 73
HEX
003B49



CMYK
100 15 63 0
RGB
39 153 137
HEX
279989



CMYK
38 0 37 0
RGB
183 205 194
HEX
B7CDC2

Roberto Clemente Recreation Center Mural

6’8”



24’

Coleman A. Young Recreation Center Mural

7’6”



28’

Heilmann Recreation Center



Crowell Recreation Center



Butzel Family Recreation Center

